CONSUMER TIME

IN YOUR BACK YARD

NETWORK: NBC DATE: March 3, 1945

ORIGIN: WRC - PICK-UP FROM HOLLYWOOD TIME: 12:15-12:30 PM- EWT

(Produced by the War Food Administration, this script is for reference only and may not be broadcast without special permission. The title CONSUMER TIME is restricted to network broadcast of the program...presented for more than eleven years in the interest of consumers.)

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1. SOUND: CASH REGISTER RINGS TWICE...MONEY IN TILL

2. JOHN: It's CONSUMER TIME!

3. SOUND: CASH REGISTER...CLOSE DRAWER.

4. ANNCR: During the next fifteen minutes the National Broadcasting Company and its affiliated independent stations make their facilities available as a public service for the presentation of CONSUMER TIME by the War Food Administration. And here are Mrs. Freyman and Johnny!

5. JOHN: Well, Mrs. Freyman...it's VICTORY GARDEN time again! Time to get out the seed catalogue and decide whether you're going to plant Beefsteak Tomatoes...or Earlianas!

6. FREYMAN: Or whether you ought to try growing popcorn this year alongside those two rows of Golden Bantam...

7. JOHN: Yes sir...it's sure high time to begin to think about it. I know a fellow who's already got Victory Gardens on his mind. Talks about it all the time.

8. FREYMAN: I can guess who that is, Johnny! None other than our famous guest on CONSUMER TIME today...the hilarious star of radio and screen... Bob Burns! In a minute, Bob Burns is going to talk to us from Hollywood. He's put aside his Bazooka for a rake and hoe...and he's raring to get started on one of the most important homefront activities of the year 1945...planting a Victory Garden.

CONSUMER TIME

IT'S YOUR BUCK YAWS

SERIES: 130 DATE: March 6, 1958

SERIES: YWO - FIGHT-UP WITH HOLLYWOOD TIME: 12:15-12:30 PM- E.S.T.

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1. SOUND: CASH REGISTER RINGS THICK...MONEY IN TILL

2. JOEY: It's CONSUMER TIME!

3. SOUND: CASH REGISTER...CLOSES PRETTY.

4. ANNCR: During the next fifteen minutes the National Broadcasting Company and its affiliated independent stations make their facilities available as a public service for the presentation of CONSUMER TIME by the Air Food Administration, and here are Mrs. Brennan and Johnny!

5. JOHN: Call, Mrs. Brennan...it's VICTORY GARDEN time again! Time to get out the seed catalogues and decide whether you're going to plant Beefsteak Tomatoes...or Marshmallows!

6. BRENNAN: Or whether you want to try growing potatoes this year alongside those two rows of dollar bills...

7. JOHN: The air...it's sure filled with "Victory" to which about is. I know a fellow who's already got Victory Gardens on his mind. Talk about it! [illegible]

8. McCALL: I can remember back in, [illegible] when our [illegible] ... the Hollywood [illegible] are [illegible] in Burma! [illegible] Burma is going to talk to [illegible] Hollywood. [illegible] Hoodoo for a radio and [illegible] he's getting [illegible] the most important [illegible] activities [illegible] Victory Garden.

9. JOHN: Yes...we're going to need those Victory Garden vegetables more than ever this year...and that's a fact. Our Armed Forces are asking for more and more canned foods...and that means we must grow more here at home for our civilian needs.

10. FREYMAN: So, Johnny...let's hear all about it from the Arkansas expert himself! With Bob Burns out there in Hollywood...is Norvell Gillespie, NBC's Victory Garden director!

ENGINEER: WATCH SWITCH COMING UP AT 12:16:30 pm EWT...(9:16:30 a.m. PWT) CUE IS UNDERLINED.

11. JOHN: Between the two of them, we should learn a-plenty about gardens! So...here we go, Bob Burns! <u>CONSUMER TIME takes you to Hollywood, California.</u>

12. ANNCR: No doubt you, too, were shocked December 26 when canned fruits and vegetables were suddenly placed back on the ration list. You were rudely jolted for a while. Then the realization came that the war was far from won, and a lot of food would be desperately needed in the months to come. That's why it means you've got to get busy growing your own fresh vegetables in order to help the nation's food pinch.

Now, in just a moment, we'll bring you Bob Burns, the Arkansas sage, who has a serious side to him when it comes to raising food. Few people know it, but besides the home-spun philosophy which has made him famous, he's a very very successful farmer. Then you'll also hear from Norvell Gillespie, Pacific Coast director of the National Victory Garden Institute, who has kept a close watch on the war garden campaign ever since Pearl Harbor. And we also want you to hear from Mrs. Janet Atkins, a West Coast housewife, who's facing the same rationing problem that the rest of you are all over the country. But right now, here's Norvell Gillespie, our Victory Garden director for NBC's Western Division.

13. NORV: Thank you, _____. Good morning, everyone. Most of you probably think these Hollywood movie stars and radio "top notchers" like Bob Burns don't know any thing about gardening... but you'd be surprised. Bob has 550 acres under cultivation out here in the San Fernando Valley, and he specializes in Berkshire hogs and sugar beets.

14. BOB: (INTERRUPTS) Speakin' of sugar beets, three of my neighbors took prizes over at the Pomona Fair last fall with MY sugar beets!

15. NORV: They tell me you raise pretty good turnips, too, Bob.

16. BOB: Now, Norv, you get me started talkin' about my turnips and folks'll think that's the only thing they're supposed to grow in a Victory Garden. But I'll tell you one thing...they make mighty good eatin'. You know the little turnips is a mighty mis-understood vegetable. Folks've been goin' along for years thinkin' all you could eat of a turnip was the roots. And that just ain't so. I can understand why some folks might not care for the turnip root...but you take the tops...I'm tellin' you, there you have a real delicacy...it's one of the most delicious greens that we have...you can cook it like spinach, or serve it in a green salad...well, you see what I mean...you see what happens when I get started talkin' about turnips.

17. NORV: Well, anyway, we know you have them in your Victory Garden. I kind of gather you enjoy working in that garden, Bob.

18. BOB: You bet I do. There's nothin' like watchin' those little green shoots comin' up out of the ground...right where you put the seeds a couple of weeks before. And you know, I learned something else, that kind of puts an extra kick into working in the garden.

19. NORV: What's that?

20. BOB: Well, the other day I was over at the county agent's office, and he told me that over half the families in the United States had Victory Gardens last year. That's a powerful lot of people.

21. NORV: Powerful is right. That means eighteen and a half MILLION Victory Gardens.

22. BOB: Well, don't that kind of make you feel good...to figure that eighteen or twenty million other American's workin' right along with you...diggin' into that good American soil, and makin' stuff grow for our country?

23. NORV: You bet it does, Bob. And right now, I'd like you to meet one of those neighbors who HAS been working as part of that tremendous team of American Victory Gardeners. I'd like you to meet, Mrs. Janet Atkins of Los Angeles...and I don't think she'd mind my telling you that she's the mother of two children, that her husband is busy in a war plant, and that she has a 6 room house to take care of...and yet she finds time to cultivate a very productive 40 by 60 foot Victory Garden. Mrs. Atkins, Bob Burns.

24. BOB: How do you do, Ma'am.

25. JANET: How do you do, Mr. Burns.

26. NORV: How did you get started at Victory Gardening, Mrs. Atkins?

27. JANET: Well, the Government authorities...I suppose it was the U. S. Department of Agriculture...asked everyone to raise vegetables. Before the war, I grew flowers, so it was easy to convert over to vegetables.

28. NORV: In my contacts with big industry, Bob, I find that thousands of these industrial workers never had a spade in their hands before, and yet they've turned out to be expert Victory Gardeners. I know that that's true all over the nation because of the reports that the Institute sends out.

[illegible]: Well, the other day I was over at the county agent's office, and he told me that over half the families in the United States have a Victory Garden last year. That's a powerful lot of [illegible]

[illegible]: Several is right. That's one citizen and a half! Victory Garden.

[illegible]: Well, don't that [illegible] you feel good...to think that [illegible] citizens [illegible] right [illegible] with you...digging [illegible] good citizens [illegible], and making [illegible] for our country?

[illegible]: You bet it does. [illegible] And right [illegible]. I'd like you to meet one of those [illegible] I've been working [illegible] part of [illegible] Victory [illegible] by telling you about the [illegible] of [illegible] [illegible] is very [illegible] [illegible] to [illegible] a very productive [illegible] [illegible] Victory. [illegible] Victory.

[illegible]: How do you do, [illegible].

[illegible]: How do you do, [illegible].

[illegible]: Why did you [illegible] Victory [illegible]?

[illegible]: Well, [illegible] I [illegible] it [illegible] the [illegible] Department [illegible] responsibility [illegible] responsibility [illegible] [illegible] it was [illegible] [illegible].

[illegible]: It is connected with big industry, [illegible] I find that [illegible] made [illegible] and [illegible] made in the [illegible] before, and yet they've turned [illegible] Victory Garden. I know that that's [illegible] [illegible] because of the reports that the Irradiation [illegible].

29. BOB: Well, you know, Norv, it's kind of a natural thing for anybody to work in the garden...and most folks find that out once they've started...there's something about getting your hands down into the ground, and gettin' the feel of the soil between your fingers ...I don't know what it is...but it's a part of your life you shouldn't get too far away from.

30. NORV: Well, Bob, I wonder if it has anything to do with the fact that the basic composition of the human body is not too different from that of a plant...according to science we're all made up, basically, of chemicals, and electric currents.

31. BOB: Yes sir...kind of like a storage battery..and if you want to keep your batteries charged, you have to have contact with the ground...or better yet, you've got to put some roots down.

32. NORV: Sounds like a little of that Arkansas philosophy, Bob. Maybe it's philosophy, and maybe it isn't. But I do know that you can trace the source of all living things right back to the good earth. And our health and happiness depend a whole lot on how wisely we use those things that grow in the ground.

33. NORV: Those sound like wise words to me, Bob.

34. BOB: Well, now Mrs. Atkins, we've kind of left you standing there in the cold while we went wanderin' off on this philosophy business.

35. JANET: Oh, I was agreeing with you, But I would like to take this chance to ask Mr. Gillespie a question or two.

36. NORV: Surely...go ahead. Shoot.

37. JANET: Well, will there be any trouble getting the necessary seed and fertilizer, insecticides and tools this year? Is the shortage of these items over?

38. NORV: Well, the latest word from the Department of Agriculture headquarters in Washington, D. C., is that there's plenty of vegetable seeds for all. As far as fertilizer and insecticides are concerned, there won't be any to waste, but there will be sufficient to go around. Tools? There are enough of those being manufactured to take care of everyone's needs.

39. JANET: Well, that answers that question all right. What's your answer to people who say they don't have enough space...and wouldn't be able to raise too many vegetables anyway.

40. BOB: Why, any farmer knows that succession cropping is the answer. Make the same piece of ground give you two or three crops in one season. That's no idle theory; it's a fact.

41. NORV: I'll go along with you there, Bob. Besides that, some of the finest Victory Gardens I've seen up and down the whole Pacific Coast have been small ones. Believe me, they've certainly produced.

42. BOB: Norv, have you got any official facts on what the little home gardens produced last year?

43. NORV: I'll say I have. I've got some figures here we can really be proud of. Just listen to this: Last year, over 40 percent of all the fresh vegetables grown, came from home gardens.

44. JANET: But a lot of the vegetables from the commercial gardens didn't go to the home front, did they?

45. BOB: No sir...our fighting men and our Allies needed a lot of those. So that made the home garden vegetables even more important.

46. NORV: That's right. And I've got another figure here that proves it. If you took all of the canned vegetables that are ready for civilian use right now, you'd find that half of them were home-canned.

38. TONY: [illegible] all, the latest word from the Department of Agriculture headquarters in Washington, D.C., is such horrible [illegible] table made for all. As far as fertilizer and [illegible] concerned, there won't be any so much, but there will be more [illegible] efficient [illegible] around. Tonight! There are enough of them [illegible] manufactured to make sure of everyone's needs.

39. [illegible]: [illegible] all, that ends this commission all right. [illegible] you [illegible] be people who are [illegible] have enough space...and weather [illegible] to make [illegible] very worthwhile [illegible].

40. [illegible]: Why, any farmer [illegible] information anything is the answer. Take the case [illegible] around give you one or three crops in one season. That's possible [illegible] it's a fact.

41. TONY: I'll go along with you there, Bob. Yesterday's [illegible], some of the [illegible] Victory Garden [illegible] seen or read over the [illegible] would have been really [illegible]. Believe me, that's [illegible] proved.

42. [illegible]: [illegible], have you [illegible] facts on what this little [illegible] [illegible] [illegible].

43. TONY: I'll say [illegible]. [illegible] some figures here [illegible] be proud of. [illegible] Last year, [illegible] of [illegible] [illegible] [illegible], come from [illegible].

44. [illegible]: But a lot [illegible] from the commercial [illegible] didn't [illegible] [illegible], [illegible]?

45. TONY: [illegible] ...our [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible].

46. TONY: That's right. [illegible] another figure here [illegible] it. If you took all of the [illegible] vegetables [illegible] for [illegible] [illegible] now [illegible], you'd find that [illegible] [illegible] [illegible].

47. BOB: Well, sir, that makes the home gardens pretty important. What's the outlook for this year?

48. NORV: I've got just one fact that I think will give you the picture. The Armed Forces, Lend-Lease, and so forth are going to take half of all the commercially canned fruits and vegetables this year. In other words, the War Food Administration says that the supply of commercially canned vegetables for civilians is going to be smaller in 1945 than it was in 1944.

49. JANET: Ooh! I just felt a small twinge in my ration book.

50. BOB: Well, Ma'am that Victory Garden of yours is an awfully good cure for those ration book blues.

51. JANET: It has been, so far. But let me be sure I understand this...I guess it's pretty clear...but if the Victory Gardens supplied 40 percent of our vegetables last year...and if there are going to be fewer commercially grown vegetables this year...that means we're going to have to do better than ever in our home gardens this year.

52. BOB: You've got it exactly, Ma'am. These Victory Gardens are gettin' more important all the time. And I may be wrong, but I figure that even if the war in Europe ends this year, we're still going to have to have that food.

53. NORV: I'm sure you're right, Bob.

54. BOB: Well, by golly, the more I think about it, the more reasons I can see for folks to get busy with the rake and hoe. Not only does our country need the food...and not only will you get a lot of fun, and a lot of good out of workin' the garden...but there's this, too...just bein' able to go our and pick your vegetables from your own yard whenever you need them...that should be reason enough right there.

Well, sir, that means the more carbons produce income, and the outlook for this year?

[illegible] just so that that I think [illegible] to do [illegible] Force, land-leaves, and [illegible] the [illegible] [illegible] words, the [illegible]

55. NORV: I agree with you, Bob. We can't afford to be independent like we were before the war. It's smart to raise our own stuff because the truck and tire situation is becoming more critical... the whole transportation situation is, for that matter,....

56. BOB: And labor is a big problem, for the commercial grower.

57. JANET: Even more of a problem now that skilled boys are being taken from the farms for the Army.

58. NORV: Well, to bring this whole food garden picture into focus, I think you'll agree that the outlook is sober, indeed. Now to get very practical for a moment...to you folks who are planning to start gardens...I'd like to remind you of your Agricultural Extension Service. There are branches in every state in the union in the state colleges. You can get all the pamphlets and free advise from them that you possibly need. Their pamphlets will tell you all you need to know about working the ground and planting the seed...That's the Agricultural Extension Service at your state college.

59. BOB: Of course, Norvell, those pamphlets are probably a great help ...they probably tell you how to plant the seeds, how to keep the dirt loosened up a bit...to see that the soil has a little moisture in it, and so.

60. NORV: That's right.

61. BOB: But after you do all of that, there's two things you still have to work on.

62. NORV: I'm afraid I know what you mean.

63. JANET: I think I do too.

64. BOB: Yes sir, first you got weeds. And I got my own method of telling the difference between a good plant and a weed. And I'll be very happy to pass it along, free of charge.

[illegible]: I agree with you, Bob. We can't afford to be [illegible] to wait before the war. This seems to [illegible] ... [illegible] and this elimination is beyond [illegible] ... [illegible] simple arrangement elimination is, for that matter, ...

[illegible]: And labor is a big problem, for the [illegible] proven.

[illegible]: Even more of a problem is that skilled boys are [illegible] from the farms for the army.

[illegible]: Well, we [illegible] and [illegible] the farm, [illegible] right people will [illegible] ... [illegible] is going, Robert. We be [illegible] ... [illegible] be you folks who are [illegible] to search [illegible] ... [illegible] required you of your [illegible] Subsistence Service. [illegible] in [illegible] union in the [illegible] to [illegible]. You can [illegible] all the [illegible] to [illegible] advice [illegible] probably need. [illegible] probably [illegible] will [illegible] [illegible] around [illegible] planting the [illegible] [illegible] Subsistence Service at [illegible].

[illegible]: Of course, [illegible] are probably a great [illegible] ... [illegible] place the [illegible], [illegible] the dark [illegible] [illegible] a little moisture in it. [illegible].

[illegible]: That's right.

[illegible]: [illegible] you [illegible] a [illegible] you will have [illegible].

[illegible]: [illegible] that [illegible].

[illegible]: I think I do too.

[illegible]: See sir, [illegible] [illegible] and I got my own method of building the difference [illegible] and a week. And [illegible] [illegible] [illegible] [illegible].

65. NORV: Well, this should be very valuable from an experienced farmer like you. How do you tell the difference between a good plant and a weed?

66. BOB: Well, sir, you just pull up the plant...and if it comes up again ...it's a weed.

67. JANET: You still haven't mentioned the other thing you have to watch out for.

68. BOB: I know. If there were 18 and a half million Victory Gardens last year, there were 18 and a half million bugs and beetles.

69. NORV: A conservative estimate.

70. BOB: Well, sir, I have here in my hand the answer to the whole problem. It's a little pamphlet called Victory Garden Insect Guide, and the folks at the Department of Agriculture said I could offer them to you folks, free of charge. It tells you all about the little bugs you're liable to find in your garden...the kind you want, and the kind you don't want. And it tells you what to do about the ones you don't want.

71. NORV: You'll hear how to get this booklet in just a moment from Washington.

72. BOB: And then all you have to do now is go out and start digging. And good luck to you.

73. NORV: Yes sir, we all have an important homefront job, in raising vegetables in our own backyards. Uncle Sam needs our help. It's up to us to give it. Thanks very much, Bob Burns, for visiting us this morning, and our thanks to you, too, Mrs. Atkins. This is Norvell Gillespie, speaking. <u>We return CONSUMER TIME to Washington, D. C.</u>

74. JOHN: Thank you, Bob Burns, and Norvell Gillespie in Hollywood. And now friends...let's hear more about that booklet on Victory Garden Insect Control! Want to tell about it, Holly Wright?

75. WRIGHT: All of you who are going to plant Victory Gardens again this year...will want to have the informative booklet entitled "Victory Garden Insect Guide". It's illustrated with pictures of every insect pest you'll find in your garden...and there's a full description accompanying the pictures. Included also are simple directions telling you how to combat these insect pests. The booklet "Victory Garden Insect Guide" is yours free. Simply drop a card to CONSUMER TIME, Washington 25, D. C., telling your name, address, and the name of the station to which you are listening. Remember...as Bob Burns has told you...it's time to make plans for your Victory Garden this spring. So, right now, send for your free copy of "Victory Garden Insect Guide". Write to CONSUMER TIME, Washington, 25, D. C.

76. JOHN: And now, Mrs. Freyman...let's hear about next week, on CONSUMER TIME!

77. FREYMAN: Next week, we're going to hear a dramatic story! The story of the trade barriers that exist between the states in our United States...barriers that in many cases, cause higher prices on the food we buy and hinder interstate trade.

78. JOHN: So...listen to the story of highway trade barriers on next week's edition of...

79. SOUND: CASH REGISTER.

80. ANNCR: CONSUMER TIME!

81. SOUND: CASH REGISTER

82. JOHN: How your money buys a living in wartime!

83. SOUND: CASH REGISTER...CLOSE DRAWER.

84. ANNCR: CONSUMER TIME, is presented by the War Food Administration through the facilities of the National Broadcasting Company and it's affiliated independent stations. This broadcast period for CONSUMER TIME has been made available as a public service. This is the National Broadcasting Company.

[illegible]

[illegible] of you [illegible] plant Victory Garden [illegible] personally [illegible] the information booklet entitled "Victory Garden Insect Guide". This illustrated with photos of every [illegible] pest you'll find in your garden, and shows a [illegible] description accompanying the pictures. Insects are also [illegible] directions telling you how to combat them in good ways. The booklet "Victory Garden Insect Guide" is yours free. Simply drop a card to OCD [illegible], Washington 25, D. C., telling your name, address, and [illegible] the station to which you are listening. Remember... Bob Burns has told you... this time to make plans for your Victory Garden during this spring. So, right now, send for your free copy of "Victory Garden Insect Guide".

Note by [illegible] Washington, 25, D. C.

[illegible] and now, Bob, [illegible] about meat week, on [illegible]

BURNS:

Yes Bob, we've got a very dramatic story! The story of the grade horrible [illegible] between the states in our United States... serving [illegible] meat, some higher prices on the food we buy and [illegible] to trade.

[illegible]...listen to this [illegible] Victory trade barriers on meat [illegible] addition [illegible]...

[illegible]: [illegible]

[illegible]: [illegible]

[illegible]: [illegible]

[illegible]: [illegible] nothing!

[illegible]: [illegible]

[illegible]: [illegible] in presenting [illegible] for food distribution [illegible] the facilities of the [illegible] Swedenbling Company are [illegible] established independently [illegible] the broadcast method for [illegible] has been [illegible] in a specific [illegible] "This is the [illegible] Bob Burns.